ABSTRACT OF THE DISCLOSURE

The invention addresses or overcomes poor visibility of an organic electroluminescence display device in a bright place, and also addresses or overcomes an increase in power consumption caused by an attempt to increase the luminance for the purpose of enhancing visibility. In accordance with TFTs, the amount of light emission of an organic electroluminescence display element is controlled in a dark place, and the amount of light transmission of a liquid crystal display element is controlled in a bright place. A static RAM is provided in each sub-pixel by an area ratio gray-scale method. Low-temperature polycrystalline silicon TFTs are used for the TFTs, luminescent polymer is used for the organic electroluminescence display element, and super twisted nematic liquid crystal is used for a reflective liquid crystal display element.